



The Seven Pillars To Online Business Success

Ultimate Guide For Website Owners



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INTENDED AUDIENCE

Our intention in writing this book is to connect with people and businesses that want to improve their business website and enhance their online marketing success.

There are three types of website owners.

1. A business owner, who may be working from home, that has a website or needs a website.
2. An existing business with a storefront and/or employees that are producing and/or selling products/services.
3. A corporate or organizational website and/or intranet where there is specific staff dedicated to website development and/or marketing activities.

Someone who creates websites or performs website administration will benefit from this book. That benefit extends to people working on websites to establish and/or enhance the production of organic search results, along with how to sustain them. As well, anyone wanting to understand the mechanics of creating or improving their content marketing will benefit from this book.

This book does not cover going offshore to find or recruit staff for advanced website functionality. The Tools section of this book does provide information on third-party services that provide advanced functions, along with providers of services that are the nuts and bolts of every website.

On any website, there are always two types of outlooks: long-term and short-term. On a public website, the only aspect that happens quickly is editing website content and publishing it. The longer-term effect of content publishing is the search bot's interpretation, which can have a positive or negative impact on your organic search rankings. The information in this book will help you make better choices about content building.

Keep in mind that modifying your organic search results is not an overnight process. The techniques and methods in this book will definitely help you improve your search

ranking(s), which can be measured using analytics or simply by observing what listings on your business appear as you perform searches.

Success in online marketing is built on distributing superior, permanent media that brings about inbound links from decent websites with established domain authority.

This book provides detailed methods on how and where to publish content which you can customize to your level of effort and requirements.

You will learn more about optimizing the necessary media: verbiage, photos, videos, podcasts, and more. As you distribute your media in locations where your target audience interacts with it, you are better able to reach your target audience and refine the content you publish, which is always an evolving process. You will enhance your skills in the method of creating and disseminating your media on your website and in other public channels, which is generally referred to as content marketing.

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LEARNING OBJECTIVES

This book contains techniques to enhance your recognition of how to achieve website success in terms of design, building, and publishing a small or large website, optimize specific content in your website to produce desirable organic search engine rankings, deploy techniques to engage website visitors, and apply standards in website compliance policies.

1. A better understanding of how to choose a website builder, including how website components are integrated into website architecture and how to compare the features and costs of those components when you website builder shopping.
2. Enhanced comprehension of SEO (search engine optimization) and how to apply specific methods in website content and architecture to improve SEO results.
3. Become familiar with online marketing methods to publish media that will advance your business's reputation.
4. Review of content marketing ideas, along with how to design, create, and apply a plan of development to sustain customized organic search rankings.
5. Discover tools and methods to fortify your skills in website administration, graphic creation, and content marketing.
6. Be better equipped by knowing the fees and costs to establish a website and hiring support for specific functions like website design, SEO, and various website components.
7. Discern the skills and proficiency required, along with costs, to build and sustain a website using a plan of development that includes ongoing marketing efforts.

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WEBSITE DEVELOPMENT

“I can’t change the direction of the wind but I can adjust my sails to always reach my destination.”

- Jimmy Dean, musician

Every website is composed of architecture and content. Both of those need to be optimized to begin any serious effort on optimizing SEO and/or adding advanced functionality to your website processes.

Website elements include a domain, the platform or architecture, page formatting, verbiage, images, videos, forms, and innovative website technology. For example, as of today, a chatbot is an increasingly popular element. Another example is adding logic to a button on your web page.

Website development is a variety of work that is necessary to produce the finished product—a website about your business.

1) Website Design

The design, build, and publishing of initial website architecture and content along with subsequent modifications.

2) Website Maintenance

A) Modifying or updating website elements as necessary to achieve optimum results.

B) Reporting on website visitor activity/behaviors - aka analytics.

Determining the actual organic search results and comparing those with campaign targets.

3) Website Administration

Designing, implementing, and monitoring marketing campaigns with the website recognized as the hub. All distributed media and public channels point back to the hub. Monitoring website analytics and creating/modifying strategy as necessary to refine and improve results.

It's not unusual to have one person perform all three roles and then collaborate with management personnel to review results and make suggestions to move forward with new content.

Your website is a living document to showcase your business and engage potential customers. The benefit of owning a superior website is that you can process engagements without increasing your labor expenses because you have installed automation without compromising privacy.

WEBSITE DEVELOPMENT ROLE & PAY RATES

FUNCTIONS	REQUIREMENTS	HOURLY
<i>Setup & Maintain Fundamental Components</i>	Knows website hosting, email setup, space and bandwidth strategy.	\$30-\$45
<i>Content Creation, Media Distribution, Unique Page Formatting (Not Templates)</i>	Create original website content that can be verbiage, images, blog posts, and/or social media. Setup or optimize social media accounts.	\$30-\$75
<i>Automating Workflows including Membership Functions</i>	Use free third party tools or paid subscriptions to design and apply methods to automate workflow that may include logic.	\$50 - \$100
<i>Creating Videos and/or High Quality Graphics</i>	Proficient with creating online media: videos, images, vector illustrations	\$30-\$150
<i>SEO - Search Engine Optimization</i>	Produce consistent, measurable, and sustainable organic listing results.	\$50-\$100

FUNDAMENTAL WEBSITE COMPONENTS

These seven parts are the basis of every website, from someone working out of an extra room in their house to a multimillion-dollar company downtown. Two common terms in website architecture are front end and back end. The front-end is your public web pages, which contain engaging web page content. The topics covered in later chapters determine the visibility of your website in terms of search engine rankings.

1. DOMAIN REGISTRAR

This is the service where you purchase your domain and pay an annual fee. The two least expensive places to purchase a domain include Google Domains and Go Daddy.

Nowadays, domains have many new extensions, and more are expected. It used to be just .com, .org or .net. Domains with trendy extensions cost more.

The annual domain registration fee allows you to do what you like with your domain. When you stop paying that registration fee, your domains go back into the available pool of domains, and anyone can purchase them. The Internet Corporation for Assigned Names and Numbers (ICANN) manages domains in the USA for record-keeping and maintenance.

What you need to be aware of is that some companies start cheaply on the domain fee and then get more expensive as time goes by. They know you have invested serious sweat equity to publish content on that domain and are unwilling to let it go, so they jack up the price each year. I buy the domain that has a steady price each year, which right now is Google Domains.

2. WEBSITE PLATFORM

This is the software that creates your website. There are two methods: conglomerate or independent. Neither is better than the other; there are just two approaches that will depend on your skill level, how much you want to learn, and your price threshold.

A **conglomerate platform** has parameters that confine design and marketing methods; it's a closed system. The benefit is that you don't have to get involved in extensive technical components and related processes.

The **independent platform** has less parameters since you have access to and design everything. However, it takes additional level of technical proficiency to administer the components.

One example, in terms of SEO, is optimizing the text displayed in the browser tab. In a **conglomerate** environment, this is not possible on many vendors. In an **independent** environment, this is generally possible but depends on the software you are using to build your website.

A second example, in terms of content publishing, is pushing your new content files onto your website for public viewing. In a **conglomerate** environment, you simply push the "publish" button. In an **independent** environment, generally speaking, you use FTP software to upload your new files to your website account. Or, many website software does include a "publish" button, but you establish the settings to make the "publish" button work properly.

Conglomerate Platform

This is a closed environment. Some examples include WordPress, Etsy, WIX, Square, Shopify, and many others. Interestingly, Go Daddy can be used in a closed environment, or you can use it to purchase your name and then host your website on another service by editing the name server information.

This environment typically has fees to join the platform, ongoing fees for your registration, and perhaps other fees for the level of website hosting you choose, the level of bandwidth, and the email services you want to deploy. On this platform, you do not need a separate website hosting service since the publishing content function is included.

independent Platform

This is an open system. You can purchase software to build your website or use free open-source software, such as Foundation (see Tools Section).

Your website design is limited to the software you purchase or subscribe to.

Publishing your site may be accomplished with the software you use, or it can certainly be accomplished with free FTP (File Transfer Protocol) software (see Tools section). Two examples of paid software programs are: 1) Dreamweaver, which has a subscription price; and 2) RapidWeaver, which has a one-time fee to purchase software.

DNS - Domain Name System & Name Server

Your domain must be purchased using a domain registrar. Google Domains and Go Daddy are two examples I gave earlier.

Some website hosting services advertise they will give you a free domain when you sign up. Make sure you own that domain and that there are no hidden costs now or if you change website host services later.

The next step is connecting your new domain to your website hosting account. This is easily accomplished by logging into your domain account and going to the DNS settings section.

Next, navigate to the name server information. Your goal is to replace the existing name server information with the name servers provided by your website hosting service. When finished, this process connects your domain to your website host, making your website visible to the world.

Email Services & Accounts

The email accounts related to your domain, name@yourdomain.com, are stationed at either your domain registrar account and/or your website host service. This varies depending on where you purchase your domain and the website platform you choose or hire. For example, on an independent platform, the email accounts are almost always created and maintained on your account at your website host service.

CMS - Content Management System

This is a common term referring to the architecture of a website. A CMS allows multiple editors to work on and/or publish content. Many of the conglomerate platforms are considered CMS designs. Wordpress is a good example since they host thousands, maybe millions, of websites, and each individual website is CMS functions. On the independent platform, there is also software providing CMS functions.

There are different choices and options with price thresholds that become important in choosing CMS or not. They are too extensive to cover here.

Membership Function

Websites where you view a "sign" button or a "create an account" option have a membership function. There are security options when the account is setup, like verifying a valid email address, and others that you can establish. When a registered

user logs in to their account on your website, they see content specific to them or specific to the group you have assigned to them.

A membership feature will optimize workflow with clients and even employees. In the sales world, it is an easy method to make customers feel special.

On the majority of website platforms available today, you will have to purchase an add-on function or third-party vendor software to accomplish a membership site (see Tools Section).

3. WEBSITE HOSTING

This is where your domain connects to your website content and email. Your website hosting service publishes your website to the world and provides your email services. This is an important one, so choose carefully.

But also keep in mind that if you decide to move hosts later on, it's easy to accomplish when the new host automatically relocates your files, content, emails, databases, redirects, and settings to generate your new hosting environment. Plus, most of that transfer service comes at no extra cost to you.

Your website host makes your website visible to the world. But it's your SEO methods that display your business organically in the search engine results.

What to compare when searching for a website host includes the following:

1. What is the space available to hold your files and emails? And how much bandwidth is available per month, and is it unlimited?
2. Are email accounts free, or does it cost extra?
3. What is limited about email storage?
4. Do they offer a free SSL certificate?

5. Are you personally friendly, cooperative, and able to speak your native language?

The default website account shares an IP address with other basic website accounts. If you have the budget and want to boost your domain authority, spend the extra money to establish a website account with a dedicated IP address, which requires a VPS.

A robust solution for high-traffic sites is a virtual private server (VPS), which costs significantly more than a default website account. VPS solutions do not include backups, so make sure you do that, which is an easy download using the control panel. Check your website host's documents for specific instructions on that process.

4. WEBSITE E-COMMERCE FUNCTIONS

Adding a shopping function to your website offers many choices. To begin, take the same approach of using two categories that can host your website. I think it's just your preference of methods and skill level that will make one more useful than the other.

Conglomerate - eCommerce

A closed system, you pay fees to use the services on top of credit card processing fees. One example is Shopify.

independent - eCommerce

This involves using a third-party service to process your payments over a seamless connection. Examples are PayPal and SquareUp. I prefer SquareUp.com because its processing fees are the same as those of similar services, but there are no other fees,

and they have several additional features available for small businesses with seamless integrations.

What I like about an independent solution is that I can create and install "buy now" buttons from an authenticated vendor that are easy and do not involve much labor. Also, I like the ability to switch my shopping cart vendor without a lot of labor involved as new technology is developed.

In my mind, developing a website must be based on some degree of ease around changing components since constant morphing seems to be the foundation of internet technology.

COMPARING HOSTING & E-COMMERCE

FEATURES	independent Platform	Conglomerate Platform
<i>Own Of Website Software</i>	Yes, at fixed fee or subscription fee	No
<i>Own Website Domain</i>	Yes, when you purchase it	Check with platform
<i>Own Website Content</i>	Yes	Not the website. You own photos, videos, and verbiage you upload or create in the system to make your website. If you leave this system, you will have to rebuild website architecture
<i>CMS Funtional</i>	Yes	Yes
<i>Membership Function</i>	Third Party Vendor	Add On Fee
<i>Image Control</i>	Warehouse or Drag & Drop	Drag & Drop
<i>Annual Fees</i>	Yes	Yes
<i>Email Accounts With POP3 & IMAP</i>	Usually Unlimited	Depends On Plan Purchased
<i>Databases</i>	Usually Unlimited	Depends On Plan Purchased
<i>SSL Certificate</i>	Free	Free
<i>Redirect Files (301)</i>	Yes	?
<i>Custom Error Pages</i>	Yes	?
<i>Hosting Multiple Websites</i>	Yes	No
<i>Website Backup Automatic</i>	Yes	?
<i>eCommerce</i>	Yes Using Add-On Or Vendor	Yes Using Add-On Or Vendor
<i>eCommerce</i>	Payment processing fee via shopping cart provider	Payment processing fee via shopping cart provider

5. WEBSITE ANALYTICS

There are numerous vendors offering free or paid subscriptions to analytics software that is easily installed on your website pages.

I am going to keep this family simple by suggesting two providers. One is Google Analytics (GA), which is free. The other is Matomo, which has a free version as well as a paid subscription.

The bottom line is that, if you want better ranking in organic results, you must install GA on your website. I have done many tests, and for now that is a rule we have to live with.

I prefer Matomo because the methods it uses to store website traffic data ensure the privacy of website visitors. This company is based in Germany and therefore must comply with the GDPR (General Data Protection Regulation).

There are a variety of YouTube videos that drill down on how to setup and tune your analytics. Also, Udemy has some courses to achieve a more in-depth comprehension of Tag Manager techniques and analytics in general.

6. WEBSITE VISITOR PRIVACY

Presently, in the USA, there are no federal laws on the privacy of website visitor data. Some states, such as California, have privacy laws that must be taken into consideration on your website, and I suspect that other States will follow in the very near future.

The GDPR, General Data Protection Regulation, was initiated by the European Union in 2016. It's the most comprehensive regulation, in the world, on website visitor privacy rights.

In 2022, the ruling body of GDPR stated that the current use of "cookie notices" on websites, which is a practice worldwide, is insufficient to comply with existing GDPR requirements. However, they have not yet presented a solution.

For the time being, at the very least, I suggest you have a privacy notice or terms of use notice on your website stating the following:

- Your business information
- Information collected on your website by cookies use, storage, and transfer of that information
- California's privacy rights information link
- European Economic Area Privacy (EEAP) information (if website visitors are in the European Union)
- Contact information on your business

You can check my blog periodically to view updates on website visitor privacy ruling(s).

7. AUTOMATING WORKFLOWS - WEBHOOKS

There are many methods and techniques to automate business workflows with your website and/or app using a webhook.

I am not drilling into deep detail in this book to cover all tips on how to automate workflows. Let's look at one example that is very popular: webhooks.

A webhook is simply a snippet of code that you paste into the source of information. The web hook then delivers that information to destinations designed by your web hook process.

A contact form is a good example. When a website visitor submits the form, the web hook, which you created in Zapier or Make (see Tool Section), is embedded in the

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"submit" button and then transfers that visitor data from the form into an online database that you have already setup. Airtable is a vendor (see Tool Section).

Webhook technology is a great tool, has many uses, and is perhaps the easiest automation tool out there at this time.



SEO (SEARCH ENGINE OPTIMIZATION)

“A person with a clear purpose will make progress, even on the roughest road. A person with no purpose will make no progress even on the smoothers road.”

~ Thomas Carlyle

All website components contribute to SEO, and all websites are constantly measured by algorithms. The first and foremost goal of SEO is to produce organic listings on the first page of search engine results.

Keep in mind that accomplishing SEO strategies requires knowing the big picture—how you want the search engines to identify your business. As you make progress in SEO by being consistent in your methods, your proficiency increases, even while search algorithms are modified. Successful SEO means producing organic results in searches using text and/or voice.

Achieving superior organic rankings requires concerted, diligent effort. There is no plateau in website ranking work. Just because you are listed as one of the top organic results on the first page of search results today, don't expect to retain that ranking by leaving everything as is for a month, two months, or longer.

Google's algorithms are applied to all websites by search bots. That data becomes measurements, which determine many aspects of your website compared to all the other websites, especially those with similar content to your website. Most importantly, that data determines your ranking in organic listings.

A more formal definition of an algorithm is code that is written to specifications for performing calculations and data processing.

The fundamental approach to building SEO success involves tailoring SEO techniques to accomplish specific marketing, either on a page level or on a site level. You can design your SEO to be for a specific page, as long as the products and services on the different web pages are related.

For example, your website manufactures and sells tools for trucks and cars. You can build your SEO to display results for truck tools, car tools, and specific wrenches, where each of those are separate pages but all contribute to your general theme of car and truck tools.

In that example, you are establishing your dominance in search engine data as a supplier of car and truck tools, car and truck repairs, and so forth. Plus, your site will begin to show regionally and, in the long run, nationally in organic search results.

In this Web3 world, the first step of SEO is verification; make sure your business is verifiable. An easy strategy is to use profiles on high-traffic sites to identify your business. A couple of examples are setting up profiles on KeyBase, Meta, and YouTube. In your online profile, be sure to provide a link to your website.

There are proven techniques for accomplishing SEO that begin with content and tailoring settings in your website architecture and public channels, for example, your social media channels.

For example, let's take one piece of media content - an image. There are certain ways to optimize that image/picture - a png or jpg file - on your webpage so that it contributes to enhancing your SEO.

The arena of "content marketing" is simply using techniques that integrate marketing your business identity into the content being distributed, which explains the benefits of your products and services. Content marketing strategy is covered later in this book.

SEO will always be a fluid environment. Search standards, established by Google developers and probably AI, require superior SEO efforts in content marketing, which must have constant monitoring to ensure sustainable organic results.

STRUCTURED DATA

To make the internet a more orderly place and also to support ongoing efforts to clarify and substantiate content, the structured data initiative and design came into play as a result of big tech companies.

From a website owner's perspective, using structured data is the simple process of using a schema to markup data on your website, as a tag, which makes it easier to compile and analyze by search bots. It's imperative to boost your efforts for successful SEO on any website.

This is the currency link to optimize your data markup:

<https://www.google.com/webmasters/markup-helper/>

For a more expansive understanding of how using structure data benefits you website, check out this overview:

<https://support.google.com/webmasters/answer/3069489?hl%3Den>

and this is another decent reference

<https://developers.google.com/search/docs/appearance/structured-data/intro-structured-data>

Canonical Tags

This tag establishes the proper authority and ranking of the original content. Place this tag in the HEAD section of the page that is the main section of your website. The two examples below show a tag on the contact page and one to place on your about page.

```
<link rel="canonical" href="https://yoursite.com/Contact/" />
```

```
<link rel="canonical" href="https://yoursite.com/About/" />
```

For more information on this tag and how to use it, review the link below.

<https://ahrefs.com/blog/canonical-tags/>

SEO TECHNIQUES

The three steps to producing success in SEO results are outlined below. Don't forget, SEO is an ongoing process, and the primary result is organic listings showing your website on the first page of search results.

1. Research Target Words And Phrases

As of today, one of the best research locations is using Google Ad Words (<https://adwords.google.com>). You want to use the keyword planner and plug in your site, or the site of a top competitor, to view current search result trends on words or phrases related to your products or services.

The trends displayed show you the words and phrases, with their respective volumes, used in online searches.

From the trends displayed, select the words or phrases that are relevant to your products, services, and/or SEO campaign. Build content and snippets using those selections.

Warning: Do not use only those selections to generate verbiage on a web page. Speak in a normal voice when creating your verbiage, and sprinkle in one or two trend results selections.

One idea is to get started by using a selection to create an H1 or H2 title on your page(s).

Don't forget to always use only one H1 markup on each page, and that is at the top or near the top of the page.

2. Apply Research To Content

There are six locations to plug in your research selections. *One or more of these may not be available depending on your website platform.*

1. ALT TEXT

This field is available for any photos you use on your website.

2. PHOTO FILE NAMES

When naming the file, include a word or two from your research results. This applies to warehousing a file. That method involves using a link to display the image rather than dragging and dropping the file onto a web page. Usually, only independent platform websites have a warehouse option.

When you deposit an image (EX: social media, chat room, PDF download, RSS feed) it should have a file name that is specifically named to promote features of your products and services. For example, if you have a sell flower seeds, your RSS file might be named "natural-plant-seeds-GMO-free.rss.xml".

Compress Image Files: when you have completed your image(s), use a compression software to make the file size smaller with reducing the resolution of the images.

3. DOWNLOAD FILE NAMES

As with the photo file name, include a word or two from your research results and a brief description of what the photo is. For example, a photo of a clogged drain might be named “superior-drain-service-yourtown.jpg”.

4. BROWSER TITLE

Use something juicy here to grab attention. If your store sells school supplies to K-12 teachers, this is an example: “Teacher Supply Warehouse: Teaching Supplies Galore With Competitive Prices”.

5. META TITLE

Use the same language in all title fields, which should include something from your research. For example, my website software has two title tag fields per page: one for the web page and one for social media. They both have the same content.

6. META DESCRIPTION

Keep characters limited to 122. Include a word or two from your research. Make sure the text you use in this tag is also located as verbiage on the top half of your website page.

NOTE: Do not always use the same word or phrase in those six locations. The research should provide you with phrases or words that are indicative of features in your products and services. Using the same words over and over can dilute your SEO potency and even give your site a downgrade in rankings.

3. Monitor Website Traffic Using Analytics

You can use more than one analytics service on your webpage, but at a minimum, you should have one. I mentioned two earlier: Google Analytics and Matomo Analytics. Both include tag manager functions.

Google Search Operations provides a comprehensive perspective on search result understanding. The Google Search Console will identify any indexing issues and provide you with visitor traffic data. Links to both of those tools are shown in the Tool Section at the end of this book.

LINKS & DOMAIN AUTHORITY

Links in the context of SEO have three types: inbound links, outbound links, and intrasite links. You will be able to measure each of those in your analytics. Links can enhance or hamper your SEO efforts.

As a general rule, links into your site (inbound links) should be relevant to your website content. The same goes for links out of your site to other sites, make sure those outbound links land on page content relevant to your website page.

First, let's talk about domain authority (DA). While Google says it does not consider DA a factor in ranking websites, a respected SEO company, MOZ, has created a scale from 1 to 100 to measure DA. When you check websites that have with a decent DA based on that scale, you will usually find that they rank well in Google's SERP (Search Engine Results Page).

On that MOZ scale, a score of 40-50 is considered average, and a score over 60 is excellent.

Your website needs serious visitor traffic to appear on that scale. for most business you will be fortunate to obtain an average score.

Two Unwritten Rules About Website Links

1. In outbound links, it is good practice to use key words as text links. For example, if one of your target phrases is "juicy red apples," that would make an excellent text link to a page on your site containing elaborate information on the types of these apples or to open a popup window where the purchase is completed. *Be careful with this text link method; don't overstuff your page with these links.* Generally, not always, it's a good idea to bold or **emphasize** text links.

3. The top half of every web page is a gold mine for search bots. Generally speaking, avoid placing outbound links in that area. When you have an outbound link located there, it sends the bot off your site. Instead, use that area for a couple of intrasite links.

SEO PRICING GUIDELINES

To be clear, there is no exact pricing model for SEO services. However, in my work, I use two pricing models to determine SEO costs: hourly and project-based. The variables that come into view during SEO pricing include 1) the size of the website and associated public channels; 2) the scope of work in terms of SEO objectives (what are the expectations of results); and 3) the nature and reputation of the business wanting SEO services.

Authentic SEO does not rely on customers knowing the name of the business. Instead, potential customers use the search engine to search for features and products of the products and services they want to have.

SIZE OF WEBSITE

The foundation of SEO is quality content that is designed to obtain specific SEO results. The size of the existing website may or may not matter since SEO objectives

can be reached on one or two pages. However, if there are currently pages that detract from SEO objectives, they must be reworked in order to proceed.

If the project is a new domain and website, the SEO requires a different effort involving teaching the search engines what the business does and how it does it. Is it a local or national business? What are the benefits and features of produce? Is the website in a high-volume search marketing arena?

One example is real estate websites. There are stacks of real estate websites, and many pay to advertise. Remember, SEO is only about producing organic results, not paying to display.

Another example is service contractors like plumbers, electricians, and roofers. Nowadays, you see all types of services on the first page of results with listings like "10 best _____" or "25 top _____." Those companies have thousands of dollars, maybe even million-dollar budgets, for website development. How is your company going to compete with that kind of money?

Over the years, I have seen that almost anything is possible in SEO results, but it takes time to build a business reputation in the data compiled by search bots, which thus demands a commitment to creating continuous content.

SCOPE OF WORK

Before starting an organized SEO effort, do some searches on DuckDuckGo and Google using different browsers that use phrases how you want to be found. Do screen captures of those search results. This is your base line.

To begin a new SEO campaign, on a local or national business, start small with two or three SEO objectives and build on those successes.

Your content modification can be done once you have identified your SEO target phrases (objectives). Build that phrases into architecture, web page formatting, web page content, and in your public channels too.

Complete periodic searches of your baseline using your targeted phases and capture the results. What needs to be fine-tuned? What is missing?

Determining the scope of work, your baseline, and your SEO targets is one way to compose a "setup fee," and then more long-term SEO work on content and architecture would be priced accordingly.

EXISTING BUSINESS WEBSITE

On an existing website, results will manifest much more quickly once you begin making content modifications based on your SEO objectives.

It depends on the condition of the existing content as to what the SEO will cost. How much content needs to be modified? What are the specific results now, and how do they align with future objectives?

The SEO rates below apply to both a new website and an existing website. These rates do not take into consideration the condition of the existing website or whether the website project involves a high-volume search marketing effort.

SEO RATES EXAMPLES

I have found business owners do better with rates that are a fixed fee covering 12 months or an agreed-upon segment. Hourly rates are aimed at fixing specific issues and are not appropriate for complex SEO tasks involving multiple milestones.

Website Page Count	5-10	11-20	21-50
Social Media Accounts	3	3	3
Set Up Fee	\$175	\$225	\$375
Local Biz SEO	\$50 -\$65 Hr \$1,550 Project	\$65 -\$75 Hr \$2,350 Project	\$75 -\$100 Hr \$3,600 Project
National SEO	\$50 -\$65 Hr \$2,450 Project	\$65 -\$75 Hr \$3,800 Project	\$75 -\$100 Hr \$4,900 Project



ONLINE MARKETING ACTIVITY

“Victorious warriors win first and then go to war, while defeated warriors go to war first and then seek to win.”

~ Sun Tzu

There are many degrees of online marketing. The obvious ones are using social media and video marketing. The not-so-obvious includes how to build a profile on a public channel, such as a social media channel, to identify your business. Another one is how to publish content in your marketing efforts using SEO, which was covered in the SEO chapter of this book.

I have met hundreds of business owners over the years. There are many who think nothing of depositing regular amounts of money with Google Ads and Meta Ads to attract new customers. I believe that real online marketing occurs by building a reputation and developing lasting results organically in search results.

The first ingredient to success in marketing is aligning your intentions. The measures of success will become evident as you rely on your conviction and intention(s).

Your website is the hub of your online marketing, and digital marketing is a method to draw potential customers - your target audience - into your customized sales funnel, which builds visitor traffic on your domain.

Target Audience

Obviously, the first step is identifying your target audience and then placing your content where they are most likely to see it. Check out Wikipedia to learn what social media channels are available. How do you define people or businesses in your target market? What problems and issues are you solving for those people and/or businesses?

TYPES OF DIGITAL MARKETING

Today there are six common methods of online or digital marketing associated with different media.

Social Media Marketing

Any media (images, text, video) in specific channels (Facebook, Twitter, etc.) to promote a product or service.

Email Marketing

Sending specific emails to your clients or other lists you own or have purchased. Your email can be a newsletter or a pitch for a certain sale or product offer. The most cost-effective distribution solution I have found for email marketing is the Amazon Simple Email Service (SES). You can totally customize all aspects of the sending process.

Affiliate Marketing

This requires software, a platform, that organizes your program—your offer along with tracking all segments of participants and your programs. People participate with you to sell your product or service and earn commission. Amazon's affiliate program is a large example. Put a specific product link on your website to an Amazon listing that was created using your Amazon Affiliate account. When a website visitor clicks on that link on your site, you earn a commission.

Be sure the Amazon link product matches your website content so as not to detract from your SEO. If your website is selling baked goods and you place an Amazon link to your favorite books on your web page that don't deal with cooking, the search bots are going to become confused.

Mobile Marketing

This is the medium of text messaging. While similar to email marketing, the content here is limited to a certain number of characters in your message. No other media, at this point, is permissible. Your website host may offer this service as an add-on.

Video Marketing

Videos are the favorite venue of almost everyone, as demonstrated by the popularity of YouTube and TikTok. This is an excellent example of permanent media marketing.

Audio Marketing

Another very popular venue is podcasts. These can be hosted freely on iTunes and Google Play or placed on your website page for easy accessibility. To learn more about podcasting your content review the Media Creation chapter.

You can easily propagate links to your website as you put into place one or more of these marketing methods. Online business success relies on reaching your target audience with quality content and giving them the opportunity to visit your website to learn more, subscribe, and/or become a buyer.



GRAPHIC DESIGN

“Technology and tools are useful and powerful when they are your servant and not your master.”

~ Stephen Covey

The graphics arena is large, complex, and includes many facets of media creation. At a minimum, on your website, you will have a logo or two, photos, navigation symbols, and slide content used for header and footer slides in your videos.

Your logo requirements should include a final product that is delivered as a .jpg file along with a .png file that contains a transparent background. Both of these can easily be compressed when placed on your website.

Compressed image files load quicker, and studies show that if a page does not load quickly enough, the visitor goes off to another website.

A transparent background allows you to place an image on a colored background to easily display the image. In other words, if your image is on a white background, when you place it on your web page in an area with a colored background, that image displays on a white square and looks out of place on the colored background.

Besides compressing image files that are in web page content, make sure you have SEO attributes dialed in to specific photos and photo file names, which we discussed earlier.

Most website owners just want beautiful images to convey messages. The skill set to create vector images and rasterized images is complex and takes time to produce. Generally, it's simple a simple process to capture photos with your phone and then insert them on a page after formatting them, optimizing them for SEO, and compressing them.

Complex graphic requirements are accomplished by skilled people. Using a vendor rather than learning nuanced software skills will reduce headaches.



MEDIA CREATION

“Production is not the application of tools to materials, but the logic to work.”

~ Peter Drucker

Producing media components requires both creative and technical skills. The media creation involved with online marketing and websites is comprised of degrees in graphic design, content writing, video production, and audio recording. Each project can use just one or multiple formats.

One very successful technique in online marketing is using a single piece of content for multiple purposes to maximize your investment.

For example, a video can be used on a web page, used in a blog post, hosted on YouTube (the world's second-largest search engine by search volume), and also displayed in a newsletter. Four uses on the same piece of content.

Content in verbiage –words– is extremely important. It must be informative and educational. In this world of automation, it's good to know that search bots can detect artificial intelligence (AI)-generated verbiage. Be sure to include calls to action (CTAs) in your content so visitors can interact.

Writing 1,000 words for a web page is creative – many people just cannot do it. However, understanding how to create the context, apply specific themes to those words, format the web page in an optimized manner, produce a design (readability) on any computing device, and apply the correct SEO attributes can be a daunting task.

The same can be said for creating videos. There is a significant degree of creativity involved in creating video content, but it also requires an equal amount of technical skill in knowing how to publish the video and add SEO attributes to it when it's online.

THREE TYPES OF VIDEOS

All video content needs to be owned by the business paying for its' creation.

1. Intro Video

Constructing videos from photos with music and with or without words to show features and benefits Can include the voiceover of a customer testimonial or business owner. An average fee is \$550 per minute of video, with a setup fee of \$200.

2. Complex Video

One step is collecting the material in terms of photos and interviews to compile a video displaying the features and benefits of products. The second step is creating the video with that collected content. The final product contains recorded interviews, photos, music, and a header and footer. An average fee is \$1,550 per minute of video, with a setup fee of \$300 to \$1,000.

3. Professional Video

This video involves staging scenes with special lighting and using dynamic sound mixing. The content objectives will dictate the pricing.

Videos are the hottest marketing tool, and they have been for a few years. One of the benefits they provide to your business is that they are an excellent form of permanent media.

Engaging Content Strategy

Engaging content translates into grabbing the attention of your website visitors. Studies show that the essential ingredient to accomplishing this content is answering questions and solving problems. Build your content and media by raising questions, presenting problems, and then explaining and/or demonstrating the benefits your products provide.

A very simple example is providing a FAQ (frequently asked questions) section. Another is publishing articles themed with titles such as "5 Common Problems Caused By..." The article's content covers how your products resolve those five problems.

The better you get, the more your media generates a sales funnel. The features of your products draw people into exploring your content. At some point, they choose one call to action (CTA) opportunity or another you have planted in your content. Your content contains the sizzle, and a CTA is a stepping stone in your sales funnel.

There are many strategies for CTA methods. One is a button that, when selected, calls your office. Another is a pop-up window displaying a contact form. Another is a "Buy Now" button.

RSS PUBLISHING

RSS publishing has been around for decades. It involves a file that is recognized as a feed, which you can create and customize with your content and business identity. The search bots decipher the information in that feed to learn about your business. Plus, there are RSS distributions that will connect with your feed and make it available to people and other businesses.

As well, adding an RSS feed to your site can boost your search rankings since it creates inbound links to your site as other websites post your RSS feed on their sites.

One example is your blog. When you list each blog post as an entry in your RSS, you have created one feed file that automatically disseminates your blog content. The potential reach of RSS is far greater than just having a blog post displayed in your blog on your website or another site.

People can use an RSS reader, app, or service to subscribe to your feed. When you post the RSS feed on your website, it's for the search bots. Take this one step further when you add a "subscription" option on your web page. A subscriber will automatically receive updates as you update your feed.

There are many RSS feed distributors; a gigantic one is Feedspot.

<https://www.feedspot.com/>

The content of an RSS feed is simply a title, some description text, and a link to a specific webpage. In the Tools section, there is a link to an RSS file to get you started publishing your own feed.

PODCASTING

At the basic level, a podcast channel is easily created using an RSS feed. The format is that each podcast session contains a unique title, description, and audio file. The audio file is your podcast, which is stored in a directory on your website, along with your RSS feed that creates your podcast channel in iTunes or Google Play.

Once again, there are two methods for publishing your podcasts. You can use a conglomerate approach or a independent approach.

Conglomerate Podcasting

A search for podcast hosting or podcast channels will reveal assorted providers. Basically, you pay a fee to have them host your audio files and content, for which they provide you with various benefits.

independent Podcasting

With this method, you FTP the audio file to a directory on your website, update your RSS feed with the podcast info, and you are finished. Google and Apple periodically ping your RSS feed to pick up new items, which they add to your existing station.

In independent mode, you will need to setup your own podcast channel, at a minimum, on iTunes and Google Play. You have 100% control over that content. Each place provides the technical specs that are explained and pretty much straightforward.

The portal links to create a podcast station are below.

iTunes Podcast Portal	Google Podcast Portal
podcastsconnect.apple.com	hpodcastsmanager.google.com

PLAN OF DEVELOPMENT

Your content marketing effort contains all the media you create and publish. It also includes the degree of SEO you deploy in the content, in website architecture, and in the setup of your social media channels.

The table below represents media types and how they will benefit you. Several are permanent, meaning they will always be there, influencing and showcasing your products and services.

Your website is internet real estate that you own. A smart plan of development will always lead people back to your website, which **builds website visitor traffic on your domain**, where visitors are engaged with your content and thereby convert into video watchers, subscribers, or buyers.

The millions of websites today are have some degree of content made from images and verbiage to showcase products and services. I am suggesting your upgrade your presentation with refined content marketing processes.

When you consistently deploy media using eight of the nine types shown below, you are well on your way to achieving success.

MEDIA TYPE	DESCRIPTION
BLOG	<p>Add a section to your website and produce monthly posts of photos and text. Videos make excellent posts and also build your YouTube channel.</p> <p><i>BENEFIT:</i> Each post improves SEO using key word research and specific geographic locations.</p>
BROCHURE	<p>Use the publishing tool ISSUU.com, which is highly respected and has a high domain authority, to create a brochure on your services and make it available to the world. Plus, save it as a PDF and use it as a download from your webpages.</p> <p><i>BENEFIT:</i> A printable, downloadable, and colorful 8.5x11-inch, three-page brochure demonstrating your services and linking to your website is permanently available.</p>

MEDIA TYPE	DESCRIPTION
CHAT BOT	<p>Tool to quickly and permanently connect people with your business.</p> <p><i>BENEFIT:</i> Visitors tend to interact with this automated form and submit it, before taking the time to navigate to the contact form. This innovative method, which is customized to your business, makes it very easy for visitors to send you their email and phone information.</p>
CUSTOMER REVIEWS	<p>Send text or email link to customers requesting a Google review. This process can be automated or done manually.</p> <p><i>BENEFIT:</i> Reviews are a gold mine that naturally augment your business reputation.</p>
NEWSLETTER	<p>Produce a periodic news piece, add a section to your website to publish it, that demonstrates your skills and showcases your product(s).</p> <p><i>BENEFIT:</i> Opportunity to do co-branding with a supplier and/or have your vendors sponsor the effort. Your business wins with goodwill and by demonstrating your solid reputation by providing educational material.</p>
RSS FEED	<p>An RSS feed on your website can easily boost blog post content. Over decades, RSS has been used to freely distribute SEO-rich material to RSS publishers, as well as, search engine bots.</p> <p><i>BENEFIT:</i> Quality outreach with a time-tested tool, to freely reach hundreds of websites and readers about your company's information on specific topics.</p>
SOCIAL MEDIA LINKS	<p>Consistently posting with text and/or a photo, including a website link, will contribute to business recognition.</p> <p><i>BENEFIT:</i> Expanding business reach by publishing existing website content on Facebook or other social media.</p>
PODCASTS	<p>Creating audio recordings to produce a podcast session can be simply done with your phone or tablet. Free publishing tools, like iTunes and Google Podcasting, offer free options to publish a podcast channel and keep it updated with an RSS feed you host on your website.</p> <p><i>BENEFIT:</i> More and more people are listening to podcasts. Reach your target audience in a worldwide channel such as iTunes or Google Play to increase the return on your sweat equity investment.</p>

MEDIA TYPE	DESCRIPTION
VIDEOS	<p>Excellent videos can be made using photos and music. Free video hosting sites, with high domain authority, like YouTube and Vimeo make it easy to setup your business channel.</p> <p><i>BENEFIT:</i> Videos can be used in website content, blogs, email, and other content making them a valuable piece of your showcase.</p>



BUSINESS INTELLIGENCE

“Intelligence is the ability to adapt to change.”

~ Stephen Hawking

One commonality between a multimillion-dollar business and an entrepreneur working from home is research –collecting data– around competition and your business reputation. With that juice, you are able to format a clear status of where you are starting your campaign. During the term of your campaign, you can make better choices since they are based on intelligence.

There are many methods to collecting the raw data that comprises your intelligence. To interpret that information and boil it down into strategy may require an outside vendor who is more familiar with trends in search engines, marketing techniques, and/or technology trends.

The focus of business intelligence is on two areas: competition and customer relationships.

Competition Inteligence

At the very least, exploring and documenting how your competition is performing in search engine results will help you identify objectives for your marketing. As well, you need to determine methods to collect data that enable you to reach your target audience, which are too numerous to discuss here.

In terms of competition research, how often are you applying labor or automated processing to answer the five questions below?

1. How do you rank today in organic search listings?
2. How does your competition rank in organic search results?
3. What are businesses doing today to produce organic search results? Do those aspects, results, or SEO principles apply to my business?
4. What is the volume of traffic required, and how can we obtain it?
5. What marketplace knowledge do I want to record and analyze over time?

Customer Relationship Intelligence

All businesses have a CRM, Custom Relationship Management system, but don't realize it since it's not a formal process. For example, buying software, or using cloud software, to hold/manage customer data records and produce marketing campaigns. Instead, many businesses use a system like Quick Books (™) as their CRM, which may organize finance but provides zero value that an authentic CRM offers.

Record management for customers is necessary to keep current for three important reasons.

1. Customers appreciate knowing that you are looking out for their interests.
2. Connecting with people who trust your business, as evidenced by paying you for your services, is likely to encourage them to refer your business to friends and family.
3. Common sense dictates that existing customers are a gold mine worth your time.

In this Web3 world where everything is so interactive, your business will benefit greatly from deploying a formal CRM to maximize potential relationship building.

Consider these three questions below to gain perspective on CRM benefits.

1. How often are you sending news and updates to your customer base?
2. Have you thought about sponsoring a newsletter with your trusted vendors for clients?
3. What is the count of testimonials received this year from your customers?

A large company invests in business intelligence platforms and/or data service subscriptions to rake in raw data and generate analysis.

The effort of a small business owner most likely states with installing a formal CRM, since that is an efficient method to identify business processes that can be modified to improve operational success, along with offering methods to connect more often with existing clients.

According to Forrester Research, "business intelligence" is "a set of methodologies, processes, architectures, and technologies that transform raw data into meaningful and useful information used to enable more effective strategic, tactical, and operational insights and decision-making."



CONSULTING

“Good decisions come from experience. Experience comes from making bad decisions.”

~ Mark Twain

The two components of online business success, in general terms, are creativity and the desire to win.

Having worked with dozens of small businesses and dozens of corporate clients over the years, it’s easy to spot the people going through the motions compared people who own the desire to be the best in class.

A significant portion of active coaching involves not only understanding data but also applying that information in meaningful ways with specific objectives. Our expertise in the other six pillars, along with real-time experiences collaborating with individuals and businesses to produce success, is a time-tested foundation. The long-term benefit of our consulting and coaching services is that they build lasting life skills.

*The untrained brain deploys mental shortcuts to save time and energy.
In some cases, they are useful, but in most, they lead to suboptimal decisions.*

~ Mark Divine

Author, Unbeatable Mind

Our coaching and consulting are a natural ingredient in the intentions, discussion, and ideas around your website or marketing project as we collaborate to transform your online business into a dynamic business showcase with increased functionality.

*"Let's say you are looking at a chess board. Is there anything you cannot see?
No. Are you guaranteed a win? Not at all, because you can't see what the other
person is thinking. People become imprisoned by data. "You can never know
everything."*

~ Malcom Gladwell

Author of Blink

SUMMARY

“Wisdom is the principle thing; therefore get wisdom, and with all thy getting, get understanding.”

~ Proverbs 4:7

As we can see, the affairs of running a successful online business rely upon integrated segments where each requires a varied mixture of creative skills, technical skills, and leadership skills. Those three skills will always be prevalent, but what will change, without a doubt, is how they are applied to the fluid world of technology development and marketing methods.

Consider these points as you move forward with your website building and marketing endeavors.

1. Own your website and domain.

Your website is your hub – the real estate you own on the internet. Design your marketing campaigns with that in mind to maximize your website visitor traffic.

2. Measure your results along the way.

Find a method that is suitable for you, but always measure your results to be continually aware of areas where you can improve. It’s easy to see if your online sales go up or down. But when you know why that change is taking place, you are developing business intelligence.

3. Maximize your website investment.

Website building is always adapting to new technological methods. In 1998, Google came into being, which changed the world of websites, and a business website became a showcase. Today, the advent of easy-to-use automation tools is presenting new use cases for websites to excel in reducing labor to optimize business workflows. As well, the process of sustaining organic search results becomes more difficult with ever-changing algorithms.

Every website owner must also stay in tune with current marketing techniques in digital media and the increasing number of tools, some more complex than others, to deliver their crafted message(s) to their target audience.

Website user privacy is being refined, as it should be, so internet users are afforded a level of privacy that is expected in a world of sentient beings. Keep your website in compliance.

I send you my best wishes for the upmost success in your online business activities.

TOOLS SECTION

The tools below are helpful to accentuate your proficiencies and stand out against your competition. Using the ideas and methods in this book, you will be able to make more informed decisions about your online business website and marketing, measure your specific successes in 1) the expansion of website visitor traffic and 2) the growth of organic listings in search results, and build confidence in sustaining your online business.

The tools below help you take advantage of new and developing technology related to content marketing, automating website data processes, and optimizing your website architecture.

TOOLS: WEBSITE ADMINISTRATION/FUNCTIONS

NAME	FUNCTION
W3C FUNCTION School	<p>Description: Founded by Google, Microsoft, Yahoo and Yandex, schema.org vocabularies are developed by an open community process, using the public-schemaorg@w3.org mailing list and through GitHub.</p> <p>Website: https://www.w3.org/</p>
FileZilla FUNCTION FTP: File Transfer Protocol	<p>Description: Been using this tool for years and think it's the best out there for now.</p> <p>Benefit: This app transfers your website files from your computer to your website host.</p> <p>Website: https://filezilla-project.org</p> <p>A complete tutorial on how to install this app and get it connected to your website host: https://www.hostinger.com/tutorials/ftp/filezilla-ftp-configuration</p>
Green Geeks FUNCTION Website Hosting	<p>Description: Website hosting on eco friendly servers.</p> <p>Benefit: Quality hosting for basic and VPS at competitive prices.</p> <p>Website: https://www.greengeeks.com/track/u95660</p>
Vibralogix FUNCTION Membership Software	<p>Description: Sitelok is a powerful PHP / MySQL based membership software script that allows you to password protect pages to create members only areas on your website.</p> <p>Benefit: This software will work on any Webster platform and has detailed instruction. It is software that you purchase not a subscription.</p> <p>Website: https://www.vibralogix.com/sitelokpw/</p>

Seven Pillars To Online Business Success

NAME	FUNCTION
Structured Data Gallery	<p>Description: Using approved structured snippets is necessary to boost your webpage content.</p>
FUNCTION SEO Method	<p>Benefit: The snippets you complete are helping the search bots better understand your services which contributes to improved organic rankings.</p> <p>Website: https://developers.google.com/search/docs/appearance/structured-data/search-gallery</p>
Zapier	<p>Description: Hundreds of apps and easy methods to connect apps that collect data, disburse data, and enhance website and/or business workflow, including CRM.</p>
FUNCTION App Connect To Create Automation	<p>Benefit: No coding experience necessary to build positive website functions. Many use cases to automate work flows. EX: collect data from contact form and save in online database.</p> <p>Website: https://zapier.com</p>
Make Work	<p>Description: Hundreds of apps and easy methods to connect apps that collect data, disburse data, and enhance website and/or business workflow, including CRM.</p>
FUNCTION App Connect To Create Automation	<p>Benefit: No coding experience necessary to build positive website functions. Many use cases to automate work flows. EX: collect data from contact form and save in online database.</p> <p>Website: https://make.com</p>
Google Search Operators	<p>Description: Resource for refining your search skills.</p>
FUNCTION Search Skills	<p>Benefit: Provide improved advice to clients on their organic search results and/or their competition search research on client competition.</p> <p>Website: https://ahrefs.com/blog/google-advanced-search-operators/</p>

NAME	FUNCTION
<p>W3 School</p> <p>FUNCTION School</p>	<p>Description: Resource to get tips and techniques on HTML, CSS and other coding in your website.</p> <p>Benefit: With this reference you reduce time looking and connecting with expert advice to correctly code what is needed in your specific situation.</p> <p>Website: https://www.w3schools.com/</p>
<p>Google reCaptcha</p> <p>FUNCTION Reduce Spam</p>	<p>Description: Secure website contact forms.</p> <p>Benefit: Tool that creates the secure reCaptcha function to add to your website contact form.</p> <p>Website: https://developers.google.com/recaptcha/</p>
<p>Vcard Tool</p> <p>FUNCTION Add biz card to webpage</p>	<p>Description: Automated process, type in your information and it generates code to make you vcard (.vcf) which you easily upload to your site.</p> <p>Benefit: Insert link to this vcf file on your web page to make it easy on website visitors to add you to their address book, plus this vcf file verifies your business.</p> <p>Website: https://vcardmaker.com/</p>
<p>WeTransfer</p> <p>FUNCTION Free File Host</p>	<p>Description: A free file host site.</p> <p>Benefit: When you have to send client a file or receive client file and just need a quick solution, this is a great resource.</p> <p>Website: https://wetransfer.com/</p>
<p>WebHooks</p> <p>FUNCTION Tutorial</p>	<p>Description: A webhook retrieves data and is then able to send or save it to specific location. This link is a tutorial on using a webhook.</p> <p>Benefit: Using a webfoot is a necessary skill in this W3 world.</p> <p>Website: https://www.luhhu.com/blog/how-to-use-webhooks-in-zapier</p>

NAME	FUNCTION
<p>AirTable</p> <p>FUNCTION Online Database</p>	<p>Description: Online database resource. In your free or paid account you can create a database that receives or displays information.</p> <p>Benefit: One method is to use Zapier to connect your contact form, using a webhook, with a database and collect/save all contact form info for later use in newsletters or email marketing. No coding necessary.</p> <p>Website: https://www.luhhu.com/blog/how-to-use-webhooks-in-zapier</p>
<p>Foundation - Open Source Website Software</p> <p>FUNCTION Website Builder Software</p>	<p>Description: It includes a wide range of modular and flexible components that are easily styled. These versatile and lightweight building blocks make it easy to bring your ideas to life.</p> <p>Benefit: Foundation for Sites 6 has been designed to get your project from prototype to production more efficiently.</p> <p>Website: https://get.foundation/sites.html</p>
<p>RSS</p> <p>FUNCTION Create & Publish RSS Feed</p>	<p>Description: RSS, Really Simple Syndication, is an excellent method, used on your website, to deploy a feed/file that distributes information to bots. RSS is not for human consumption.</p> <p>Benefit: Creating and sustaining an RSS feed on your site is a superior method to freely promote content to attract your target audience.</p> <p>Website: https://www.wikihow.com/Create-an-RSS-Feed</p> <p>A simple RSS feed model: https://planofdevelopment.com/dragon-grog-tactics-rss.xml, download that file, convert to .txt file and then edit it with your information.</p> <p>RSS Feed Validator: https://validator.w3.org/feed/</p>

TOOLS: GRAPHICS & MEDIA

NAME	FUNCTION
<p>Affinity Photo</p> <p>FUNCTION Fixed Fee Software</p>	<p>Description: Photo editing software similar to Photoshop™. This is an award-winning vector graphics software.</p> <p>Benefit: You own this software. No subscription fee. Excellent software for beginners to the expert users.</p> <p>Website: https://affinity.serif.com/</p>
<p>Affinity Designer</p> <p>FUNCTION Fixed Fee Software</p>	<p>Description: Photo editing software similar to Illustrator™. This is an award-winning vector graphics software.</p> <p>Benefit: You own this software. No subscription fee. Excellent software for beginners to the expert users.</p> <p>Website: https://affinity.serif.com/</p>
<p>Affinity Publisher</p> <p>FUNCTION Fixed Fee Software</p>	<p>Description: Easily publish documents and books. This is an award-winning vector graphics software.</p> <p>Benefit: You own this software. No subscription fee. Excellent software for beginners to the expert users.</p> <p>Website: https://affinity.serif.com/</p>
<p>Photos</p> <p>FUNCTION Free Photos - No Royalty Fee</p>	<p>Description: Pixel offers free stock photos.</p> <p>Website: https://www.pexels.com</p>
<p>Photos</p> <p>FUNCTION Free Photos - No Royalty Fee</p>	<p>Description: Unsplash offers free stock photos.</p> <p>Website: https://unsplash.com</p>

NAME	FUNCTION
<p>Image Compression Software To Compress Image</p> <p>FUNCTION</p>	<p>Description: Important to compress photo files, before using them on your website, since file size determines the load time in a browser window.</p> <p>Benefit: The speed at which you content loads, is a factor in the search algorithm. The faster loading content relies a better score.</p> <p>Website: https://imageoptim.com</p>
<p>Flat Icons</p> <p>FUNCTION</p> <p>Decent Icons & Many Are Free</p>	<p>Description: Extensive resource for quality flatirons with a mammal cost and some are free.</p> <p>Benefit: Icons are a must for web page design. This is an excellent graphics tool to keep.</p> <p>Website: https://www.flaticon.com</p>
<p>Icons</p> <p>FUNCTION</p> <p>Decent Icons & Older Versions Are Free</p>	<p>Description: Font Awesome is integrated into many website platforms/software.</p> <p>Benefit: Easy tool to identify and grab code snippet to specific icon and paste it into your page.</p> <p>Website: https://fontawesome.com/v4/cheatsheet/</p>
<p>Gradient Magic</p> <p>FUNCTION</p> <p>Free CSS Code Generator</p>	<p>Description: Free resource to create colorful backgrounds, which can be simple or complex, along with the CSS code. Paste the code into your webpage in appropriate location depending on your website platform/software. You can also use the code for an image.</p> <p>Benefit: This tools allows you to quickly generate unique, colorful backgrounds, image enhancements, and/or buttons.</p> <p>Website: https://www.gradientmagic.com/</p>

TOOLS: MARKETING

NAME	FUNCTION
<p>Statistics</p> <p>FUNCTION Resource Providing Marketing Stats</p>	<p>Description: Relevant stats are always helpful in content or images.</p> <p>Benefit: The best content educates website visitors, using stats is a simple method to accomplish this task.</p> <p>Website: https://www.hubspot.com/marketing-statistics</p>
<p>Google Ad Words</p> <p>FUNCTION SEO Research</p>	<p>Description: Research the best words to use in your content based on current search engines trends. Use “Keyword Planner” in Tools section after you log in.</p> <p>Benefit: No cost to accomplish SEO research. You can also create ad campaigns here which is paid advertising.</p> <p>Website: https://ads.google.com/</p>
<p>Google Tag Manger</p> <p>FUNCTION Tutorial</p>	<p>Description: Exploring how to configure tag manager and the data provided detailing your web page traffic.</p> <p>Benefit: The “how-to” on the tag manager at the level of nuts and bolts.</p> <p>Website: https://ahrefs.com/blog/how-to-use-google-analytics/</p>
<p>Google Search Console</p> <p>FUNCTION Analytics & Indexing</p>	<p>Description: Free tool from Google. make sure your website is in it. This does require a gmail account.</p> <p>Benefit: This is an easy way to make sure has has your website indexed - all the time.</p> <p>Website: https://search.google.com/search-console/about</p>
<p>Bing Business Profile</p> <p>FUNCTION Business Directory</p>	<p>Description: Take time to generate this account and be sure you validate it. This does require a microsoft email account.</p> <p>Benefit: Having this profile validated and active will get you placed on the local map in search results.</p> <p>Website: https://www.google.com/business/</p>

NAME	FUNCTION
<p>Bing Business Profile</p> <p>FUNCTION Business Directory</p>	<p>Description: Take time to generate this account and be sure you validate it. This does require a gmail account.</p> <p>Benefit: Having this profile validated and active will get you placed on the local map in search results.</p> <p>Website: https://www.bingplaces.com/</p>
<p>Button Code To Dial Your Office</p> <p>FUNCTION Web Page Function</p>	<p>Description: “Click Now” is the trend.</p> <p>Benefit: Easy to make text or button, that when clicked, calls your office or cell phone.</p> <p>Website: https://blog.hubspot.com/website/html-telephone-link</p>
<p>Backlinks</p> <p>FUNCTION Research Tool</p>	<p>Description: Free tool to examine the depth of backlink to your website.</p> <p>Benefit: Backlinks are important. Keep the high values ones and block the low ranking connections.</p> <p>Website: https://www.backlinkwatch.com/</p>
<p>ISSU</p> <p>FUNCTION High Domain Authority Location For Links To Your Website</p>	<p>Description: A digital publishing platform. Produce your media here or upload what you have already created.</p> <p>Benefit: In you ISSU account, linking your website creates a high domain authority inbound link.</p> <p>Website: https://issuu.com</p>
<p>FavIcon</p> <p>FUNCTION Icon In Browser Tab</p>	<p>Description: When you have a large file that you want to use for your favicon file.</p> <p>Benefit: The ICO file is the image displayed in the browser tab when your website is viewed.</p> <p>Website: https://www.favicon-generator.org/ and this is another https://image.online-convert.com/convert-to-ico</p>

NAME	FUNCTION
QR OCdes FUNCTION School	<p>Description: Free tool to make customized QR codes which can be used on the web or in print.</p> <p>Benefit: As of this date, the QR codes generated in this tool do not expire.</p> <p>Website: https://www.qrcode-monkey.com/</p>

WEBSITE PROJECT CHECKLIST

This is a list of the basic tasks necessary to move forward with a website. In this scenario, the website platform can easily be a conglomerate platform or a independent platform. The "Resource" column is the service or person who will complete that task. "Target Completion" is a date to help you manage the task dependencies.

PHASE	REQUIREMENT /TASK	RESOURCE OR SERVICE	TARGET COMPLETION
0	Website Requirements		
	Buy Domain(s)	Domain Registrar EX Google Domains	
	Website Platform	Conglomerate or independent	
	Multiple Content Editors Needed?	If yes, CMS is best option.	
	Conglomerate	Setup Account	
	independent	Purchase Software Or Deploy Open Source Software	
	Website Host Service		
	Conglomerate	Website Hosting Included	
	independent	Select Website Hosting Vendor	
	Make DNS Change To Name Server At Domain Registrar		
	Setup Email Accounts (& Forwarding If Needed)	Website Host or Domain Registrar	
	SEO Research	Produce Written Targets	
	Show Images, Albums		
	Display Podcasts		
Display Videos			

	Newsletter Displayed	This Content Is Created By You Or Vendor You Hire. Review SEO Section For Costs On Optimizing Content. You Retain Ownership Of Content.	
	Blog Section		
	Social Media Integration		
	Subscriber Function		
	Contact Form		
	Search Website Function?		
	Produce Website Visitor Privacy Policy		
	Install Analytics In Website	Place Code In Web Pages	
	How Is Site Backed Up?	Check With Website Host Service	
	Setup Free Business Profile In Google & Bing	Requires Account At Google/Bing	
1	E-Commerce Needed		
	Product Photos	1. Research Shipping Process To Determine Service & Your Costs. 2. Collect Photos Of Products. 3. Choose Shopping Cart Vendor & Install On Website	
	Shipping Method/Price(s)		
	Shopping Cart Vendor		
	Workflow Documented		
2	Advanced Features		
	Membership Function	A vendor is listed in this book ¹	
	Logic Functions	To automate the workflow with some of these functions utilize a webhook with Zapier or Make ¹ .	
	Include Customer Relationship Management (CRM)		
	Store Subscribers Info		
	Store Submitted Contact Form Info		

Seven Pillars To Online Business Success

1. See Tools Section of this book for info and vendor links.

COST EXAMPLES: 24 MONTHS WEBSITE DESIGN

TASK	YEAR 1	YEAR 2	RESOURCE/NOTES
Domain Registration	\$12-\$100	\$12-\$100	Domain Registrar
ARCHITECTURE REQUIREMENTS			
Website Platform: independent	(1) \$450 (2) \$240	(2) \$240	Software (1) fixed fee, or (2) subscription.
Website Platform: Conglomerate	\$250 - \$500	\$250 - \$501	Research the website hosting fees, email fees, theme fees, file storage fees, and domain fees.
Website Hosting	\$120 - \$360	\$120 - \$361	Cost is lower for basic plan and higher for VPS plan.
WEBSITE DESIGN - ORIGINAL CONTENT			
SEO Research	\$500 to \$750 ²	\$500 to \$750 ²	Research is used to build content, images, photos, and other media.
SEO Content	SEO Fee Built Into Estimate Costs Below		Use SEO methods to build content, page format, verbiage, images, and also social media channels.
Page Count: 3 to 10	\$850 to \$2,500 ^{1,2}	In second year and beyond its important to add content/ pages. One strategy is using blog posts as additional pages. ¹	
Page Count: 11 to 30	\$2,500 to \$5,500 ^{1,2}		
Custom Illustration or Custom Graphic	\$495 to \$4,500 ²	A vector illustration or customized image includes several variables that must be defined in scope of work.	
Photo Count: 10 - 50	\$250 to \$500 ²	Photos need to be colorized, edited with SEO techniques, and compressed.	
Photo Count: 51 - 99	\$400 to \$650 ²		
Logo	\$125 to \$600 ²	There are many logo vendors on the internet.	
Blog Section Setup	\$100-\$250 ²	Cost to setup website section to contain blog posts, or setup a blog on blogging site like blogger.com.	

1. Web page verbiage, on 30% of pages, contains word count of 1,250 - 1,500.
2. Shown is total fee on for the year.

COST EXAMPLES: ANNUAL MARKETING

TASK	YEAR 1	RESOURCE/NOTES
MARKETING CONTENT		
Blog Post	\$95 to \$375	A blog post contains minimum of one photo with word count of 500 to 1,500 words. AI (Artificial Intelligence) content will most likely be dinged by search bots.
RSS Feed	\$195	To automate this workflow use webhook with Zapier or Make ¹ .
Podcasting	\$250 to \$595	Cost is create podcast session(s) is not included here since there are many methods and variables. This cost is setting up a station in iTunes And Google Play.
Social Media Posts	\$35 - \$65	Cost per post with photo and link to website to three different sites. Price variation depends on skill level of post content: verbiage, SEO, and process method.
Video Marketing	\$250 to \$595	Cost to create video is not included here since there are many methods and variables. This cost is setting up a station in YouTube and Vimeo.

1. See Tools section.

AUTHOR

I have been working with website technology in different formats for over 25 years.

My creativity, intelligence, and heart, along with the collaboration of my teachers and mentors inspire this content.

My background includes working with technology for decades, teaching high school science, being a business owner, project management in website technology with a Fortune 500 company, and enjoying a steady meditation practice for decades.

I achieved a Masters in Curriculum Design and have taught K-12 teachers new ideas and methods to build curriculum that integrates different forms of classroom technology. A few of my projects involved transforming libraries of paper documents into digital documents at large companies to set up searchable intranet sites.

Most recently, I have been collaborating with small and medium-sized businesses to establish and fortify their business reputations using websites and content marketing, which, in some cases, benefits website owners with automated processes that reduce usual business expenses.

Yay focus is website administration and supporting business owners build a better online showcase. You can contact me on my website.